

Tuesday June 3
9:00 to 12:00

WORKSHOP A: BEHAVIOR THERAPY

Chairman: Edward Lichtenstein

Lichtenstein, Edward, in 1973 he was Director of Psychological Clinics at the University of Oregon. He has been conducting smoking quitting clinics and says that there is no secret formula for quitting. He says that his method of modification behavior is more successful in aiding people to quit, but that there are many backsliders and the percentage of success may drop to 50% in the long term.

3wc: "Behavior therapy," IV, 6/2, p.m.; Chairman, Behavior therapy workshop, IV, 6/3, a.m.

Panel: Johannes C. Brengelmann, Joseph E. Cautela,
Steven A. Kopel

Brengelmann, Johannes C., Dr., Max-Planck Institut. fur Psychiatrie, Psychologische Abteilung, Munchen, Germany, as of 1974. Publications include 1957 book co-authored (with Eysenck) on perceptual processes and mental illness and has edited others on personality evaluation and behavior therapy. Recent papers deal with methods for "Treatment of Smoking."

3wc: Panel member, Behavioral therapy; Panel member, Guidelines for organizing smoking withdrawal clinics, IV, 6/3, a.m. and 6/4, a.m.

Cautela, Joseph R., PhD, Department of Psychology, Prof., Boston (?) College, Massachusetts as of 1971. His specialization is clinical and experimental psychology. Publication on behavior therapy, specifically own contribution of covert conditioning techniques.

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A 1970 publication deals with treatment of smoking by covert sensitization.

3wc: Panel member, Behavior therapy, IV, 6/3, a.m.

Kopel, Steven A., Dr. No file

3wc: Panel member, workshop on behavior therapy, IV, 6/3, a.m.

Tuesday June 3
9:00 to 12:00

WORKSHOP B: PHARMACOLOGIC INTERVENTION

Chairman: Murray E. Jarvik

Jarvik, Murray E., PhD, MD, as of 1972 he was Professor of Psychiatry and Pharmacology, Albert Einstein College of Medicine, N. Y. He says that cigarettes are a recognizable drug and that even one cigarette has powerful pharmacological effects such as measurable changes in blood pressure. He did a study of smokers smoking only half a cigarette. He found that the smokers did not increase the number of cigarettes they smoked. He thinks this might be a simple, low-cost method which may induce smokers to decrease their tobacco use. He is a member of the Tobacco Working Group. (A) (B)

3wc: "Pharmacological Intervention," IV, 6/2, a.m.; Chairman, Workshop B: Pharmacological Intervention, IV, 6/3, a.m.

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Panel: Bo Brantmark, Borje E. Ejrup, Jane E. Emble,

Ove B. Ferno, Ellen R. Gritz, Ian P. Stolerman
Brantmark, Bo, Dr., Medical Adviser, Research Laboratories, AB Leo,
Helsingborg, Sweden, as of 1973. Scientific interest appears to
be pharmacology. Recent publication is: "Nicotine-Containing
Chewing Gum as an Anti-Smoking Aid."

3wc: Panel member, Pharmacologic intervention of the workshop
on cessation methods, IV, 6/3, a.m.

Ejrup, Borje E., MD, Anti-Smoking Clinic, Cornell Medical Center,
N. Y., as of 1967. He is a Swedish physician who established the
world's first tobacco-withdrawal clinic in Stockholm in 1956. (A)

3wc: Workshop member, Pharmacologic intervention, IV, 6/3, a.m.
Emele, Jane, PhD, Consumer Product Research Division, Warner-
Lambert Research Institute, Morris Plains, New Jersey. She is a
pharmacologist specializing in neuro-pharmacology, analgesia,
gastrointestinal and respiratory, and cardiovascular neuro-
physiology. Numerous publications as a joint author relating
to analgesia and antitussive methods.

3wc: Workshop participant, Cessation methods - pharmacologic
intervention, IV, 6/3. a.m.

Ferno, Ove B., Dr., Director of Research and Development, Aktiebolaget
Leo, Kelsingborg, Sweden as of 1971. At the 2wc he presented a
paper on a gum that contained nicotine as a substitute for tobac-
co smoking. (B)

3wc: Panel member, Workshop B: Pharmacologic intervention, IV,
6/3, a.m.

Gritz, Ellen R., PhD, Department of Psychosocial Medicine, Brentwood
Veterans Administration Hospital. She is co-author with M. Jarvik
of Publications on a preliminary study of 48 hours of abstinence
from smoking and smoking habits with nicotine regulation.

3wc: Panel member, Pharmacologic intervention, IV, 6/3, a.m.

Stolerman, Ian P., Dr., MRC Neuropharmacology Unit, The Medical School, Birmingham, England, as of 1974. He is senior author of three recent articles with Jarvik on nicotine tolerance in rats and the use of antagonists of nicotine (mecamylamine & petotinium) to attempt to resolve the continuing controversy about the role of nicotine as the primary reinforcer in cigarette smoking.
3wc: Panel member, [Cessation methods workshop on] Pharmacologic intervention, IV, 6/3, a.m.

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Tuesday June 3
9:00 to 12:00

WORKSHOP C: PUBLIC EDUCATION

Chairman: Lars M. Ramstrom

Ramstrom, Lars M., Director, National Smoking and Health Association, Stockholm, Sweden as of 1971. He presented a paper at 2wc on "Smoking Control Action in Sweden" and also a paper on "Control of Smoking at Places of Work". (A) (B)
3wc: "Public education [cessation methods]," IV, 6/2, p.m.;
Chairman, Public education workshop, IV, 6/3, a.m.

Panel: Rosemarie Erben, Gisela A. Gastrin
Erben, Rosemarie, Dr., Kinderklinik der Ernst Miritz Arndt-Universität Greifswald. 1969 publication on glucocorticosteroid application on activity of α -Amylase in the serum, experiments with rabbits and determinations on sick infants and children treated with prednisone. [?]
3wc: Panel member, Public education, IV 6/3, a.m.
(...)

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Gastrin, Gisela, MD, Chief of Education, The Cancer Society of Finland, Helsinki, Finland, as of 1971. Her specialty is roentgenology. A 1974 article is entitled "Smoking Cessation Activities - A Task for Every Member of the Medical Profession,"

(B)

3wc: Panel member, Public education, IV, 6/3, a.m.

Tuesday June 3,
9:00 to 12:00

WORKSHOP D: PHYSICIAN INTERVENTION, PERSONAL
HEALTH COUNSELING, HYPNOSIS

Chairmen: Geoffrey Rose, Martin T. Orne

Rose, Geoffrey A., MD, St. Peter's Hospital and Institute of Urology, London as of 1973. He has recently been doing research on smoking in relation to bladder cancer. He says that chemiluminescence in urine was higher in normal smokers than nonsmokers and still higher in patients with bladder cancer who smoked.
3wc: "Physician intervention and personal health counseling," IV, 6/2, p.m.; Co-chairman, Physician intervention, personal health counseling, hypnosis workshop, IV, 6/3, a.m.

Orne, Martin T., MD (Psychiatry), PhD (Clinical Psychology), Professor, Institute of the Pennsylvania Hospital, Unit Experimental Psychiatry, Philadelphia. His principal psychological specialty is hypnosis and suggestion, experimentation and observation and experimental design. Among his numerous publications include a 1970 article discussing the effects of self-monitoring of smoking behavior.

3wc: "Hypnosis (Cessation Methods)," IV, 6/2, p.m.
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Panel: Herbert Spiegel, S. Leonard Syme, Richard W.

Turner, Lars Wilhelmsen

Spiegel, Herbert, MD, Associate Professor of Psychiatry, College of Physicians and Surgeons, Columbia University, N. Y. He developed a treatment for "hard core" smokers in which the patient hypnotizes himself 10 times a day for 20-second periods. He says they can rescue one out of five. Also says, if you want to die, smoke. (A)
3wc: Panel member, Physician intervention, personal health counseling, hypnosis, IV, 6/3, a.m.

Syme, S. Leonard, PhD, Professor of Epidemiology, School of Public Health, University of California, Berkeley. He recently wrote a paper on behavioral factors associated with the etiology of diseases. He says that cigarette smokers and cancer mortality rates should be examined for the type of person who smokes. He blames stress as the villain in coronary disease.
3wc: Panel member, Physician intervention, personal health counseling, hypnosis, IV, 6/3, a.m.

Turner, Richard W. D., MD, FRCP, MRCS, LRCP, Until recently at the Dept. Med., Western General Hosp., Edinburgh; in 1974 listed at Central Middlesex Hosp., London. His specialty is cardiology. He

has recently published (with K. Ball) a review of the influence of smoking on CHD (which in Britain allegedly causes one half of the 52,000 deaths attributed to smoking) and a counterblast to the present inactivity in the prevention of CHD. This provoked many critical comments. Jointly, he published his method to induce myocardial patients to stop smoking.
3wc: Panel member, Physician intervention, Personal Health counseling, hypnosis, IV, 6/3, a.m.

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Wilhelmsen, Lars, MD, with the section of Preventive Cardiology, Medical Department I, Sahlgren's Hospital, University of Goteborg, Sweden. In a nine-year prospective study of 855 men for risk factors for coronary heart disease, cigarette smoking and other risk factors increased the risk of events related to CHD significantly. In a paper presented at 2wc he said that 95% of the patients admitted to the hospital were smokers at the time of their M. I. (B) 3wc: "Studies in Scandinavia and Western European countries," I, 6/4, a.m.; Panel member, Physician intervention, personal health counseling, hypnosis, IV, 6/3, a.m.; Panel member, An integrated approach to smoking control, IV, 6/4, p.m.

Tuesday June 3
2:30 to 5:00

GENERAL SESSION: PANEL DISCUSSION

Why Do So Many People Have So Much Difficulty Giving Up Smoking and What Can We Do About It?

Chairman: Daniel Horn

Horn, Daniel, PhD, Director, National Clearinghouse for Smoking and Health, CDC, HEW. He is on one year leave of absence to work with the World Health Organization. His work was part of the basis for the statistical evidence in the 1964 Surgeon General's report. He has been the government's main spokesman on smoking and health especially in the areas of smoking teenagers and women. He was responsible for the preparation of the Health Consequences of Smoking, the yearly report to Congress. (A) (B) (H 1967) (H 1969) (H 1972)

3wc: Member, Planning Committee; "Benefits of Stopping," II, 6/2, p.m.; Chairman, Why do so many people have so much difficulty giving up smoking and what can we do about it?" IV, 6/3, p.m.

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Panel: Jerome H. Jaffe, Bernard Mausner, M.A.H. Russell

Jaffe, Jerome H., research psychiatrist, Department of Psychiatry, Columbia University College of Physicians and Surgeons, N. Y.

In 1973 he was director of the Special Action Office for Drug Abuse Prevention. He says that tobacco is clearly damaging, cancer producing and accident producing. He reviewed "Smoking Behavior. Motives and Incentives" William L. Dunn, Editor, for Science Magazine.

3wc: Panel member, Why do so many people have so much difficulty giving up smoking and what can we do about it? IV, 6/3, p.m.

Mausner, Bernard, PhD, Professor of Psychology, Beaver College, Glenside, Pa., as of 1967. Along with Judith S. Mausner, MD, he presented a paper at the lwc on the role of the physician in the control of smoking. (A)

3wc: Panel member, Why do so many people have so much difficulty giving up smoking and what can we do about it?, IV, 6/3, p.m.

Russell, M. A. H., MD, Addiction Research Unit, Institute of Psychiatry, Maudsley Hospital, London. He has been doing research on nicotine and carbon monoxide content of cigarettes. Says that if you give smokers lower nicotine cigarettes they will smoke more. Says that nonsmokers are exposed to nicotine and have a certain percentage of nicotine in their urine from other people's smoke. At one time he operated an electric shock treatment to aid smokers in quitting. (B)

3wc: Panel member, Why do so many people have so much difficulty giving up smoking and what can we do about it?, IV, 6/3, p.m.

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= Wednesday June 4
9:00 to 12:00

SYMPOSIUM A: RESEARCH METHODOLOGY IN
SMOKING CESSATION

Chairman: Douglas A. Bernstein

Bernstein, Douglas A., a member of the University of Illinois Psychology Department as of 1971. He has been involved in research in the use of behavior modification techniques to help people stop smoking.

3wc: Chairman, Symposium A: Research methodology in smoking cessation, IV, 6/4, a.m.

Panel: William A. Hunt, Ovide F. Pomerleau, Jerome L. Schwartz, Bruce C. Straits

Hunt, William A., Prof. Drug Specialist on the faculty of Loyola University, Chicago, Illinois. At lwc he presented a paper on tobacco habit and addiction. He recently said that the use of hard drugs has been tapering off and smoking and drinking are

taking their place now. The increasing rates seem to be more with women and adolescents. (A)

3wc: Workshop member, Research methodology in smoking cessation, IV, 6/4, a.m.

Pomerleau, Ovide F., PhD, Asst. Prof. Psychiat., School of Medicine, Univ. Pa., Philadelphia. His specialty is experimental psychology; he has done research on behavior, using operant reinforcement principles and behavior modification in clinical settings.

3wc: Panel member, Research methodology in smoking cessation, IV, 6/4, a.m.

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Schwartz, Jerome L., MD, Professor, of Health Care Delivery and Community Health at University of California, Davis, School of Medicine. He serves as a consultant to the American Cancer Society, Smoke Watchers, and the NHLI's MRFIT program in Sacramento. The doctor has taken part in one antismoking movie, "Ashes to Ashes" and has been responsible for many others. He gives seminars on the behavioral aspects of smoking which seek to provide behavioral insight into the smoking habit in an effort to help smokers quit.

(A) (B)

3wc: Panel member, Research methodology in smoking cessation, IV, 6/4, a.m.; Panel member, Committee on conference recommendations, IV, 6/4, a.m.; "Report on U.S. and Canada [smoking cessation clinics], IV, 6/4, p.m.; "Status of cessation programs around the world," V, 6/3, p.m.

Straits, Bruce C. A 1966 paper lists him with the University of California, Santa Barbara. He wrote a paper on a smoking behavior

study on smoking and quitting. He says that the successful quitters tend to be older and have physical ailments.

3wc: Panel member, Research methodology in smoking cessation, IV, 6/4, a.m.

— Wednesday June 4
9:00 to 12:00

SYMPOSIUM B: GUIDELINES FOR ORGANIZING
SMOKING WITHDRAWAL CLINICS

Chairman: Lloyd A. Shewchuk

Shewchuk, Lloyd A. No file.

3wc: Chairman, Guidelines for organizing smoking withdrawal clinics, IV, 6/4, a.m.

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Panel: Johannes C. Brengelmann, Dee Burton, G. Craig

Caputo, Laura Karenen, Boris Luban-Plozza

Brengelmann, Johannes C., Dr., Max-Planck Institut. fur Psychiatric, Psychologische Abteilung, Munchen, Germany, as of 1974. Publications include 1957 book co-authored (with Eysenck) on perceptual processes and mental illness and has edited others on personality evaluation and behavior therapy. Recent papers deal with methods for "Treatment of Smoking."

3wc: Panel member, Behavioral therapy; Panel member, Guidelines for organizing smoking withdrawal clinics, IV, 6/3, a.m. and 6/4, a.m.

Burton, Dee. No file.

3wc: Panel member, Guidelines for organizing smoking withdrawal clinics, IV, 6/4, a.m.

Caputo, G. Craig, Dr., Psychology Department at the University of Wisconsin, as of 1974. His specialty is social psychology - social perception and motivation; personality psychology; culture and personality. A recent publication he co-authored with H. Leventhal is a book review of "Smoking Behavior: Motives and Incentives," edited by W. L. Dunn.

3wc: Panel member, Guidelines for organizing smoking withdrawal clinics, IV, 6/4, a.m.

Karenen, Laura. No file.

3wc: Panel member, Guidelines for organizing smoking withdrawal clinics, IV, 6/4, a.m.

Luban-Plozza, Boris, Prof., Dr.Med., Leiter der Psychosomatischen Abteilung der Klinik S. Croce, Locarno, as of 1974. He discussed psychology of smoking at the 1st European Conference on Smoking & Health. In a recent publication as joint author he determined the

psychological motives for smoking using a questionnaire developed by Luban & Poldinger. Earlier papers indicate that among the methods for giving up smoking, psychotherapy is the best.

3wc: Panel member, Guidelines for organizing smoking withdrawal clinics, IV, 6/4, a.m.

Wednesday June 4 SYMPOSIUM C: COMMITTEE ON CONFERENCE RECOMMENDATIONS
9:00 to 12:00

Chairman: Donald T. Fredrickson

Frederickson, Donald T., MD, in a 1974 newspaper clip he is listed as a New York physician who conducts smoking withdrawal clinics. In 1972 he was head of the American Cancer Society's program on smoking and cancer. In 1971 he was project director for the Intersociety Commission on Heart Disease Resources. He developed a series of smoking withdrawal programs for the New York City Health Department and helped develop the PBS TV series, "How To Stop Smoking". (A)

3wc: Member, Planning committee, "Effects of giving up smoking," I, 6/4, a.m.

Panel: Joseph Chadwick, Alan S. Meyer, George Saunders, Jerome L. Schwartz, Paul H. Insel
Chadwick, Joseph, Mr.

3wc: Panel member, Committee on conference recommendations, IV, 6/4, a.m.

Meyer, Alan S., PhD, Direct. Drug Education Center, Public Education Center, New York, as of 1973. His specialty is sociology and social problems. His research is in the areas of drug abuse, health and patient care, delinquency, aging and disability; most of his publications are on narcotic addiction. He was primary author of "Motivational Conflicts Engendered by the "On-Going

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"Discussion of Cigarette Smoking" in Smoking Behavior: Motives and Incentives, edited by Dunn, 1973. He testified for the proposed resolution at the N.Y.C. Board of Health hearing in 1974.

3wc: Panel member, Committee on conference recommendations, IV, 6/4, a.m.

Saunders, George M., MPH, Smoking and Health Project Coordinator, American Cancer Society, Calif. Division, San Francisco. In 1970, he was chairman of the workshop on organizing for action of the Nat'l. Conf. on Smoking and Health.
3wc: Panel member, Committee on conference recommendations, IV, 6/4, a.m.

Sekowitz see next page

Insel, Paul Martin, PhD, Department Psychiatry, Stanford University, Palo Alto, California. His Ph.D. is in clinical psychology and his principal specialty is social psychology and behavioral genetics. He was an author of "Maternal Effects in Personality," a study done under the supervision of Prof. H. G. Eysenck at the Institute Psychology, University of London.

3wc: Panel member, Committee on Conference Recommendations, IV, 6/4, a.m.

GENERAL SESSION

Wednesday June 4 1. Status Report on Smoking Cessation Clinics
2:00 to 3:15

Chairman: Branko Kesic
Kesic, Branko, Dr., in 1964 he was with the "Andrija Stampar" School of Public Health of the Faculty of Medicine at Zagreb University. The paper was translated from Serbo-Croatian and is a critical review of the 1964 Report of the Surgeon General. He said that the report was premature, that the whole problem is oversimplified and that there is a possibility that the report might do the American people more harm than good. He makes other conclusions and finally says from the scientific (III)

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viewpoint, it should be realized that without well-planned experiments in humans (as long as there exist so many unknown quantities) it is not possible to prove whether or not a causal relation exists between smoking and disease.

3wc: Chairman, Status report on smoking cessation clinic, IV, 6/4, p.m.

a. Report on U.S. and Canada. Jerome L. Schwartz.

Schwartz, Jerome L., MD, Professor, of Health Care Delivery and Community Health at University of California, Davis, School of Medicine. He serves as a consultant to the American Cancer Society, Smoke Watchers, and the NHLI's MRFIT program in Sacramento. The doctor has taken part in one antismoking movie, "Ashes to Ashes" and has been responsible for many others. He gives seminars on the behavioral aspects of smoking which seek to provide behavioral insight into the smoking habit in an effort to help smokers quit.

(A) (B)
3wc: Panel member, Research methodology in smoking cessation, IV, 6/4, a.m.; Panel member, Committee on conference recommendations, IV, 6/4, a.m.; "Report on U.S. and Canada [smoking cessation clinics], IV, 6/4, p.m.; "Status of cessation programs around the world," V, 6/3, p.m.

b. Report on Europe, Asia, South America. Else-Lill Berglund
Berglund, Else-Lill, Dr., Thomas Jefferson University, Jefferson Medical College, Philadelphia, Department of Community Health as of 1974. Present affiliation unknown. Her scientific interests include smoking behavior including female smoking habits and health consequences; and withdrawal clinics. Her last reported publication with J. W. McFarland and C. E. Albrecht deals with stop-smoking 5-day plan.

3wc: "Status report on smoking cessation clinics of Europe, Asia and South America," IV, 6/4, p.m.

Wednesday June 4 2. An Integrated Approach to Smoking Control
3:30 to 5:00

Chairman: Gosta Tibblin

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Tibblin, Gosta, MD, Assistant Professor, First Medical Service, Sahlgrenska Hospital, University of Goteborg, Sweden as of 1971. Presented a paper at 2wc comparing myocardial infarction patients who quit smoking after their attack and those who didn't. Those who didn't seemed to be Type A's. (B)
3wc: Chairman, An integrated approach to smoking control, IV, 6/4, p.m.; "Sweden [anti-smoking programs]," V, 6/2, p.m.

Panel: Joseph Chadwick, Lars Wilhelmsen, Peter D. Wood
Chadwick, Joseph, Mr.

3wc: Panel member, Committee on conference recommendations, IV, 6/4, a.m.

Wilhelmsen, Lars, MD, with the section of Preventive Cardiology, Medical Department I, Sahlgren's Hospital, University of Goteborg, Sweden. In a nine-year prospective study of 855 men for risk factors for coronary heart disease, cigarette smoking and other risk factors increased the risk of events related to CHD significantly. In a paper presented at 2wc he said that 95% of the patients admitted to the hospital were smokers at the time of their M. I. (B)
3wc: "Studies in Scandinavia and Western European countries," I, 6/4, a.m.; Panel member, Physician intervention, personal health counseling, hypnosis, IV, 6/3, a.m.; Panel member, An integrated approach to smoking control, IV, 6/4, p.m.

Wood, Peter D., D.Sc., PhD, Deputy Director, Stanford Health Disease Prevention Program, Stanford Univ. Med. Center, Stanford, Calif. His specialty is chemistry and biochemistry and interests include lipid chemistry, metabolism and methodology, exercise. In 1968, he was a fellow of the council of arteriosclerosis, Amer. Heart Assoc. He and associates recently presented a report on their success of measuring the effectiveness of various methods of delivering health messages to communities in reference to heart disease.
3wc: Panel member, An integrated approach to smoking control, IV, 6/4, p.m.

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Thursday June 5
9:00 to 12:00

CLOSING PLENARY SESSION FOR THE ENTIRE CONFERENCE

Chairman: Sir George E. Godber

Report of recommendations from each of the five sections
and adoption of recommendations.

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SECTION V
GOVERNMENTAL AND SOCIAL ACTION

This section will open with a general session, Monday afternoon, June 2, to hear reports on governmental and social action around the world.

Tuesday morning and afternoon, June 3, there will be reports and discussion on special approaches to the control of smoking.

Wednesday morning, June 4, there will be reports and discussion on organizing for action at the international, regional, national and voluntary organization levels. The session on organizing for action will continue part way into the Wednesday afternoon session.

During the latter part of that session (Wednesday afternoon, June 4), recommendations for future action will be considered and adopted.

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GENERAL SESSION: GOVERNMENTAL AND SOCIAL ACTION AROUND
THE WORLD

Chairman: Robert M. Taylor

Taylor, Robert M., BA, MD, FRCP, Executive Director, National Cancer Institute of Canada, Toronto, as of 1972, and formerly (?) Executive Vice President of the Canadian Cancer Society. He endorsed the Canadian Cancer Society in its antismoking campaign. He published with D. Horn on Cigarette smoking among high school students. In the 2wc he was member of a panel on Government and Voluntary Action; he stated that the tobacco industry is motivated only by the search for profit and is contemptuous of the public. (B)
3wc: Member of Planning Committee; Chairman of General Session, Governmental and social action around the world, V, 6/2, p.m.; Chairman of General Session, Recommendations on Governmental and Social Action, V, 6/4, p.m.

Monday June 2 1. Survey of legislative action by governments around 1:30 to 5:00

the world. Jean De Moerloose
De Moerloose, Jean, Dr., Head of Health Legislation at the World Health Organization, Geneva, Switzerland, as of 1972. His scientific interests include public health, miscellaneous aspects: BCG, tuberculosis, vaccination, comparative health legislation, etc. He contributed to "Health Hazards of the Human Environment," WHO, 1972.

3wc: "A survey of legislative action by governments around the world," V, 6/2, p.m.

2. Survey of educational programs on smoking in Europe.

Wolfgang E. Fritzsche

Fritzsche, Wolfgang E., MD, President of the West Germany Federal Center of Health Education, Cologne, West Germany, as of 1971. At 2wc he described how the Federal Center of Health Education got direct participation of the young in anti-smoking movements.

(A) (B)

3wc: "Survey on education programs on smoking in Europe," V, 6/2, p.m.

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3. Anti-smoking programs in several countries

a. Austria Michael Kunze

Kunze, Michael, Dr., Stud. Phil. (?), Hygiene Institut der Universitat Wien. Kunze, M. (Michael ?) has written numerous articles in the field of bacteriology and pharmacology. He has recently co-authored articles on the smoking habits of physicians, cost analysis of disease using bronchial carcinoma as an example, the motivational determinants and modification techniques of smoking behavior.

3wc: "Anti-smoking programs in Austria," V, 6/2, p.m.

b. Switzerland Meinrad E. Schär

Schär, Meinrad E., Dr., Prof., Director, Swiss Society for Preventive Medicine, University of Zurich, Switzerland as of 1971. At 2wc he was a member of a working group on "Smoking Control in Children." (A) (B)
3wc: "[Anti-smoking programs in] Switzerland," V, 6/2, p.m.

c. England Jack B. Cornish

Cornish, Jack B., Dr. No file.

3wc: "Anti-smoking programs in several countries," V, 6/2, p.m.

d. Poland Kornel Gibinski
Gibinski, Kornel, MD, Professor, Silesian School of Medicine, Poland, specialty internal medicine. His listed scientific interests are sweat gland function and leucocyte proteolysis. However, some of his publications deal with atherosclerosis and blood properties. Two recent publications are: "Worldwide Movement against Tobacco Smoking," and "Altitude of Physicians to Tobacco Smoking."
(II >)

3wc: "Consequences of Smoking: Cardiovascular - Studies in Poland and other Eastern European Countries," 6/4, a.m.

Tibblin, Gosta, MD, Assistant Professor, First Medical Service, Sahlgrenska Hospital, University of Goteborg, Sweden as of 1971. Presented a paper at 2wc comparing myocardial infarction patients who quit smoking after their attack and those who didn't. Those who didn't seemed to be Type A's. (B) 3wc: Chairman, An integrated approach to smoking control, IV, 6/4, p.m.; "Sweden [anti-smoking programs]," V, 6/2, p.m.

f. United States Michael Pertschuk

Pertschuk, Michael, Chief Counsel to the United States Senate Commerce Committee. He recently wrote an article in Juris Doctor on "Getting Your Way in Washington", in which he says that through lobbying the tobacco industry was able to haggle and wheedle and gradually wear him down. "The net result was a document (for the 1965 hearings on the Cigarette Advertising and Labeling Act) that vastly understated the evidence against smoking." (A) (B)

3wc: "United States [anti-smoking programs]," V, 6/2, p.m.

S. U.S.S.R. **D. Loransky**

Loransky, D. N., Dr., Director, Central Research Institute of Health Education, U.S.S.R., since 1972. His specialization is hygiene and public health organization. He is co-author of two papers on hygienic evaluation of a new antiknock (? gasoline) additive and hygienic problems of rural population places.

3wc: "Anti-smoking programs in the U.S.S.R.," V, 6/2, p.m.

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h. Yugoslavia

Djordje Jakovljevic

Jakovljevic, Djordje, Dr.

(1) Jakovljević, Dj., Dr., Secretary of State of Serbia, Belgrade, Yugoslavia. He was temporary adviser for a WHO expert committee on the organization of local and intermediate health administration, 1971.

(2) Jakovljević, D., Social Medicine, Faculty of Medicine, University of Belgrade, Yugoslavia, listed 1974-75.

GENERAL SESSION: SPECIAL APPROACHES TO THE CONTROL OF SMOKING (I)

Chairman: Carl E. Sturkell

Sturkell, Carl E. No file.

3wc: Chairman of General Session, special approaches to the control of smoking, V, 6/3, a.m.

Tuesday June 3 1. Phasing out tobacco
9:00 to 12:00

a. The economic and political aspects of phasing out
tobacco. Leo A. Kaprio

Kaprio, Leo A., Dr., World Health Organization, Regional Office for Europe, Copenhagen, Denmark as of 1974. Presented a paper at 2wc on "Possibilities for International Action in Europe". He says that "one of WHO's main tasks is to collect, collate and spread information on smoking and health, and, upon request, to advise member States in these matters." (B)

3wc: "The economic and political aspects of phasing out tobacco,"
V, 6/3, a.m.

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• THE EFFECTS ON A TOBACCO-DEPENDENT ECONOMY.

Vladimir Kalaydziev

Kalaidziev, V., Dr., Vice-Minister of Health, Ministry of Public Health, Sofia, Bulgaria. He was temporary advisor for the WHO Expert Committee on the Planning, Organization and Administration of National Environmental Health Programs.

3wc: "The effects on a tobacco-dependent economy," V, 6/3, a.m.

2. "Pricing out" tobacco

a. Price as a factor in cigarette consumption. Robert H. Miller

Miller, Robert H., Dr., Tobacco Program Leader, Commodity Economics Division, ERS, USDA. He is in charge of writing "Tobacco Situation," a quarterly publication that shows trends in tobacco economics and tobacco consumption. He also delivers speeches on tobacco economics.

3wc: "'Pricing out' tobacco. Price as a factor in cigarette consumption," V, 6/2, p.m.

3. Prohibition of Advertising

a. The effect of the advertising ban on consumption.

James L. Hamilton

Hamilton, James L., Professor of Economics, Grinnell College, Grinnell, Iowa. A November, 1974, New Yorker article reported that Prof. Hamilton, in a 1972 article, calculated that cigarette sales were depressed several times as much by the "health

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"scare" anti-smoking commercials of the late sixties, as the whole tobacco industry was able to stimulate them through advertising.

3wc: "The effect of the advertising ban on consumption,"

V, 6/3, a.m.

b. Some problems in phasing out advertising. Michael M.

Daube

Daube, Michael M., Director General of Action on Smoking and Health, Great Britain. ASH was set up by the Royal College of Physicians and is government sponsored. He is an advocate of nonsmokers' rights.

3wc: "ASH, England," V, 6/4, a.m.

c. Should advertising be banned? Karl R. Waernberg, Anders

Bratholm

Bratholm, Anders. No file.

3wc: "Should advertising be banned?", V, 6/3, a.m.

GENERAL SESSION: SPECIAL APPROACHES TO CONTROL OF SMOKING (II)

Chairman: Luther L. Terry

Waernberg, Karl R. No file.

3wc: "Should advertising be banned?", V, 6/3, a.m.

Terry, Luther L., MD, on leave from his post as professor of medicine and community medicine at the University of Pennsylvania, and is serving as President of University Associates, Inc., Washington, D. C. He is the former Surgeon General of the U. S. who was responsible for issuing, Smoking and Health, in 1964. He has been an active antismoking spokesman for every phase of the antismoking

industry, PHS, ACS, and the National Interagency Council for Smoking and Health. (A) (B) (II 1965) (II 1969)
3wc: Member, Planning Committee; Chairman, General Session, Special approaches to control of smoking (II), V, 6/3, p.m.

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Tuesday June 3
2:30 to 5:00

1. Reducing tar, nicotine and CO levels in cigarettes

- a. Methods for reducing tar, nicotine and CO levels in cigarettes; experiences in reducing these components in different countries. Gio B. Cori
- b. Taxing cigarettes according to tar content. William Drayton

Drayton, William E., Jr., in 1973 he was Associate, McKinsey & Company, New York. He wrote an article in the Yale Law Review on "The Tar and Nicotine Tax: Pursuing Public Health Through Tax Incentives". He thinks that tax on tar and nicotine content in cigarettes would be an effective way to discourage the use of products containing high amounts of T&N because their cost would be greater and it would encourage manufacturers to produce more lower tar and nicotine cigarettes.

3wc: "Taxing cigarettes according to tar content," V, 6/3, p.m.

2. Cessation Programs

- a. Status of cessation programs around the world

Jerome L. Schwartz

Schwartz, Jerome L., MD, Professor, of Health Care Delivery and Community Health at University of California, Davis, School of Medicine. He serves as a consultant to the American Cancer Society, Smoke Watchers, and the NHLI's MRFIT program in Sacramento. The doctor has taken part in one antismoking movie, "Ashes to Ashes" and has been responsible for many others. He gives seminars on the behavioral aspects of smoking which seek to provide behavioral insight into the smoking habit in an effort to help smokers quit.
(A) (B)

3wc: Panel member, Research methodology in smoking cessation, IV, 6/4, a.m.; Panel member, Committee on conference recommendations, IV, 6/4, a.m.; "Report on U.S. and Canada [smoking cessation clinics], IV, 6/4, p.m.; "Status of cessation programs around the world," V, 6/3, p.m.

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3. Restriction on Smoking in Public Places

a. Health hazards to the passive smoker. Scientific evidence.

Wilbert S. Aronow, MD, Associate Professor of Medicine and Chief of Cardiovascular Research at the University of California at Irvine, Chief of Cardiology attending Long Beach Veterans Administration Hospital. His most recent research involves the effects of CO from tobacco smoke on the hearts of patients with angina pectoris. He says that CO from cigarettes depresses the function of the heart's left ventricle.

3wc: Co-Chairman, Sub-Section B: Relation of smoke components to cardiovascular disease; "The evidence for carbon monoxide as an etiological factor," II, 6/3, p.m.; "Health hazards to the passive smoker. Scientific evidence," V, 6/3, p.m.

b. Governmental and social action to restrict smoking.

John F. Banzhaf III

John F. Banzhaf III, Professor, George Washington University Law School, Director, (ASH) Action on Smoking and Health. He was responsible for initiating action which eventually led to the ban of cigarette and little cigar advertising in the electronic media. He says that his organization is interested in getting more reasonable antismoking laws on the books. (A) (H 1969) (H 1972)

3wc: "Governmental and social action to restrict smoking," V, 6/3, p.m.

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GENERAL SESSION: ORGANIZING FOR ACTION

Chairman: Sol R. Baker

Baker, Sol R., MD, Chairman of the Committee on Tobacco and Cancer, American Cancer Society, California as of 1971. In a 1969 clip he is said to be a noted cancer authority and professor of radiology at UCLA. At 2wc he was "Rapporteur" on a working group on "Role of the Health Profession." Some of the conclusions of the discussion were: professional associations and organizations have a duty to persuade governments and the public of the dangers of smoking and to encourage effective action, and patients in hospitals should be actively discouraged from smoking and cigarettes should not be on sale in general hospitals. (A) (B) (H1969)

3wc: Member, Planning Committee; Chairman, General Session:

Organizing for action, V, 6/4, a.m.

Wednesday June 4 1. The Expert Committee of WHO; a report. Mikhail A. Akhmeteli
9:00 to 12:00

Akhmeteli. Michael A., Dr., Director, Non-Communicable Diseases, WHO, Geneva, Switzerland. Formerly, of the Ministry of Health, U.S.S.R., Moscow and head of the Chronic Disease Dept., of the European Office of W.H.O. In a 1975 reference, Secretariat for Report of WHO Expert Committee on Services for Cardiovascular Emergencies.

3wc: Member, Planning Committee; "A report on the expert committee of WHO," V, 6/4, a.m.

2. The Nordic Council; a report. K. Olavi Elo
Elo, K. Olavi, Dr. No file.

3wc: "The Nordic Council," V, 6/4, a.m.

3. Organizing for action in Latin America; a proposal. Daniel J. Joly

Joly, Daniel J., M.D., Pan American Health Organization, Washington. His primary specialty is Public Health and he is in administration. One recent reference, co-authored with Lilienfeld, Diamond & Bross, is entitled "An Epidemiological

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Study of the Relationship of Reproduction Experience to Cancer of the Ovary."

3wc: "Organizing for action in Latin American; a proposal,"

V, 6/4, a.m.

4. Special government agencies.

a. The National Council on Smoking and Health, Norway. Kjell Bjartveit

Bjartveit, Kjell, MD, with National Council on Smoking and Health, Norway as of 1971. At 2wc he was "Rapporteur" for the working group on "Public Education about Smoking". At lwc he presented a paper on the cost/benefit problem related to smoking withdrawal clinics and courses. (A) (B)

3wc: "The National Council on Smoking and Health, Norway," V,

6/4, a.m.

b. The Health Education Council, U.K. Arthur J. Dalzell-Ward Dalzell-Ward, Arthur J., Dr., MRCS, LRCP, FFCM, DPH, Chief Medical Officer, Health Education Council, London, as of 1974. He is co-author of "Textbook on Health Education" and has written several articles on the same topic. He is listed as patron of the British Anti-Smoking Education Society when it was formed in 1967.

3wc: "The Health Education Council, U.K.," V, 6/4, a.m. (B)
5. Voluntary organizations.

a. The role and performance of the voluntary organization in control of smoking. Nigel Gray Gray, Nigel, MD, Anti-Cancer Council of Victoria, East Melbourne, Australia. At the recent 11th International Cancer Congress he presented a paper on cancer patterns in Australia and says that studies are being made to determine if the reduction of tar content in Australian cigarettes has had an effect on lung cancer death rates. He said in 1972 that 90% of lung cancer deaths are due to smoking.

3wc: "The Australian television anti-smoking campaign," III, 6/3, a.m.; "The role and performance of the voluntary organization in

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b. Panel:

(1) American Cancer Society: Allan K. Jonas

Jonas, Allan K., National Secretary, American Cancer Society. Previously (1970), member of the House of Delegates (Board of Directors), Los Angeles, California, of the American Cancer Society.

3wc: Panel member, American Cancer Society, V 6/4, a.m.

(2) ASH, England: Michael M. Daube

Daube, Michael M., Director General of Action on Smoking and Health, Great Britain. ASH was set up by the Royal College of Physicians and is government sponsored. He is an advocate of nonsmokers' rights.

3wc: "ASH, England," V, 6/4, a.m.

(3) Israel Cancer Association: Dov B. Ben-Meir

Ben-Meir, Dov B., Prof., Dr., Director General, The Israel Cancer Association, Tel Aviv as of 1971. Presented a paper at 2wc on "Fighting Smoking in an Immigrant Society". The paper dealt with the educational communicative aspects of Israel's antismoking campaigns. (B)

3wc: "Israel cancer association," V, 6/4, a.m.

(4) National Association on Smoking and Health, Norway:
Allan Aarflot

Aarflot, Allan, Editor, Tobakken Og Vi. Oslo, Norway as of 1971. He presented a paper at 2wc calling for a total ban of all smoking. He suggested the first step be to ban all advertising and sales promotion. The core of the matter is to engage both smokers and nonsmokers in a joint effort and attitude against smoking. (B) (12c)

(5) National Interagency Council on Smoking and

Health (U.S.A.): Roger W. Schmidt

Schmidt, Roger W., Executive Secretary, National Interagency Council on Smoking and Health, N. Y. He is a major antismoking spokesman. He says that the Council carries on an array of programs: they print materials, films, media spots and develop community leadership and financial support for their antismoking efforts. (B)

3wc: Member, Planning committee; "The U. S. experience [non-smokers rights]," III, 6/4, a.m.; "National Interagency Council on Smoking and Health (U.S.A.)," V, 6/4, a.m.

(6) World Conference of 7th Day Adventists: J. Wayne

McFarland

McFarland, J. Wayne, MD, Co-originator of the Five Day Plan to Stop Smoking. He currently holds two faculty appointments at Philadelphia's Thomas Jefferson University School of Medicine, and is a specialist in Physical Medicine and Rehabilitation. The plan is sponsored by the Seventh Day Adventists.

3wc: "Organizing for action, World Conference of 7th Day Adventist, general session," V, 6/4, a.m.

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GENERAL SESSION

Wednesday June 4 1. Voluntary organizations (continued from morning session)
1:30 to 2:30

2:45 to 5:15 2. GENERAL SESSION: RECOMMENDATIONS ON GOVERNMENTAL AND SOCIAL
ACTION

Chairman: Robert M. Taylor

Taylor, Robert M., BA, MD, FRCP, Executive Director, National Cancer Institute of Canada, Toronto, as of 1972, and formerly (?) Executive Vice President of the Canadian Cancer Society. He endorsed the Canadian Cancer Society in its antismoking campaign. He published with D. Horn on Cigarette smoking among high school students. In the 2wc he was member of a panel on Government and Voluntary Action; he stated that the tobacco industry is motivated only by the search for profit and is contemptuous of the public. (B)
3wc: Member of Planning Committee; Chairman of General Session, Governmental and social action around the world, V, 6/2, p.m.; Chairman of General Session, Recommendations on Governmental and Social Action, V, 6/4, p.m.

a. Governmental programs. Fritz Beske

Beske, Fritz, Dr., Professor, Secretary of State, Ministry of Social Affairs, State of Schleswig-Holstein, Kiel, Federal Republic of Germany, as of 1974. Publications include books on young medical personnel, and articles on public health services in various regions. He was recently (1974) a member of the WHO expert committee on planning and organization of geriatric services.

3wc: "Governmental programs," V, 6/4, p.m.

b. Motivating governments to act. Berit Ås

c. Adoption of recommendations.

Ås, Berit, Dr., Tobakks-Skade-Radet (The Governmental Committee on Ill Effects of Smoking) Nesbru, and Institute of Psychology, University of Oslo as of 1971. At 2wc she and others recommended

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that an increase in taxes on tobacco products would be a method of decreasing consumption making it economically unfeasible for people in lower income groups to purchase tobacco products. Also participated in a WHO committee which submitted recommendations for the limitation of smoking. (A) (B)

3wc: General Session: Recommendations on governmental and social action, motivating governments to act, V, 6/4, p.m.

Thursday June 5
9:00 to 12:00

CLOSING PLENARY SESSION FOR THE ENTIRE CONFERENCE

Chairman: Sir George E. Godber

Report of recommendations from each of the five sections
and adoption of recommendations.

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